BRAND NAME CHECKING TEMPLATE

Language	
Target Country	

Brand name:	
1. Does the name have any negative connotations?	
	Yes No
Details:	
2. Is it easy to pronounce for the native speakers?	
	Yes No
Details:	
3. Does it mean anything in the native language?	
	Yes No
Details:	
4. Is the name used for any major brand or product in the target country?	
	Yes No
Details:	
5. How suitable the name is for the target country. *(0= Not at all suitable - 5= Suitable)*	
	1 2 3 4 5